

ABSTRACT

A method and system for collecting and categorizing survey data includes receiving customer information from a customer. A query is identified based at least in part on the customer information. The query is output for presentation to the customer. In one embodiment, the query is presented to the customer by prompting an employee, such as a clerk at a point-of-sale terminal, to verbally present the question to the customer. A customer response to the query is then received. The request from the customer may be, e.g., a request to purchase one or more products or it may be a request for assistance or information. The customer response is then captured and analyzed.

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